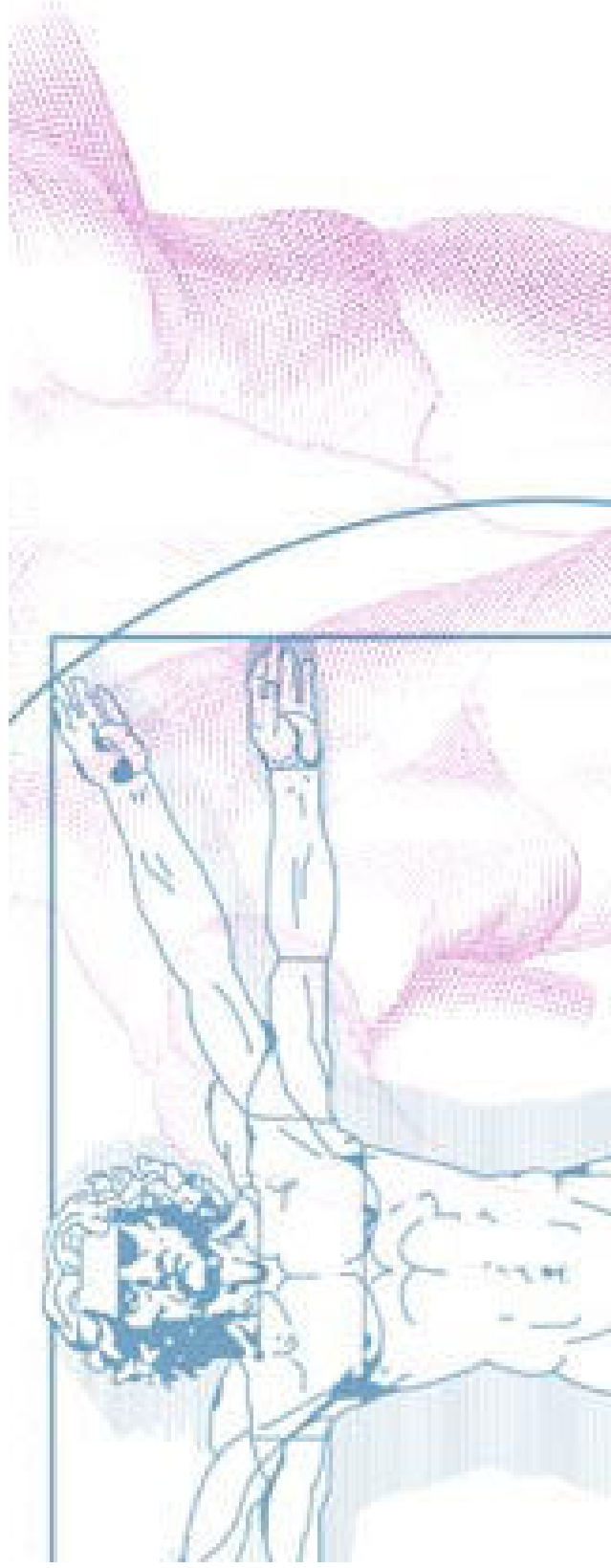


WELLNESS FOR THE **WORKPLACE**

VERSUS

FITNESS FOR A FEW



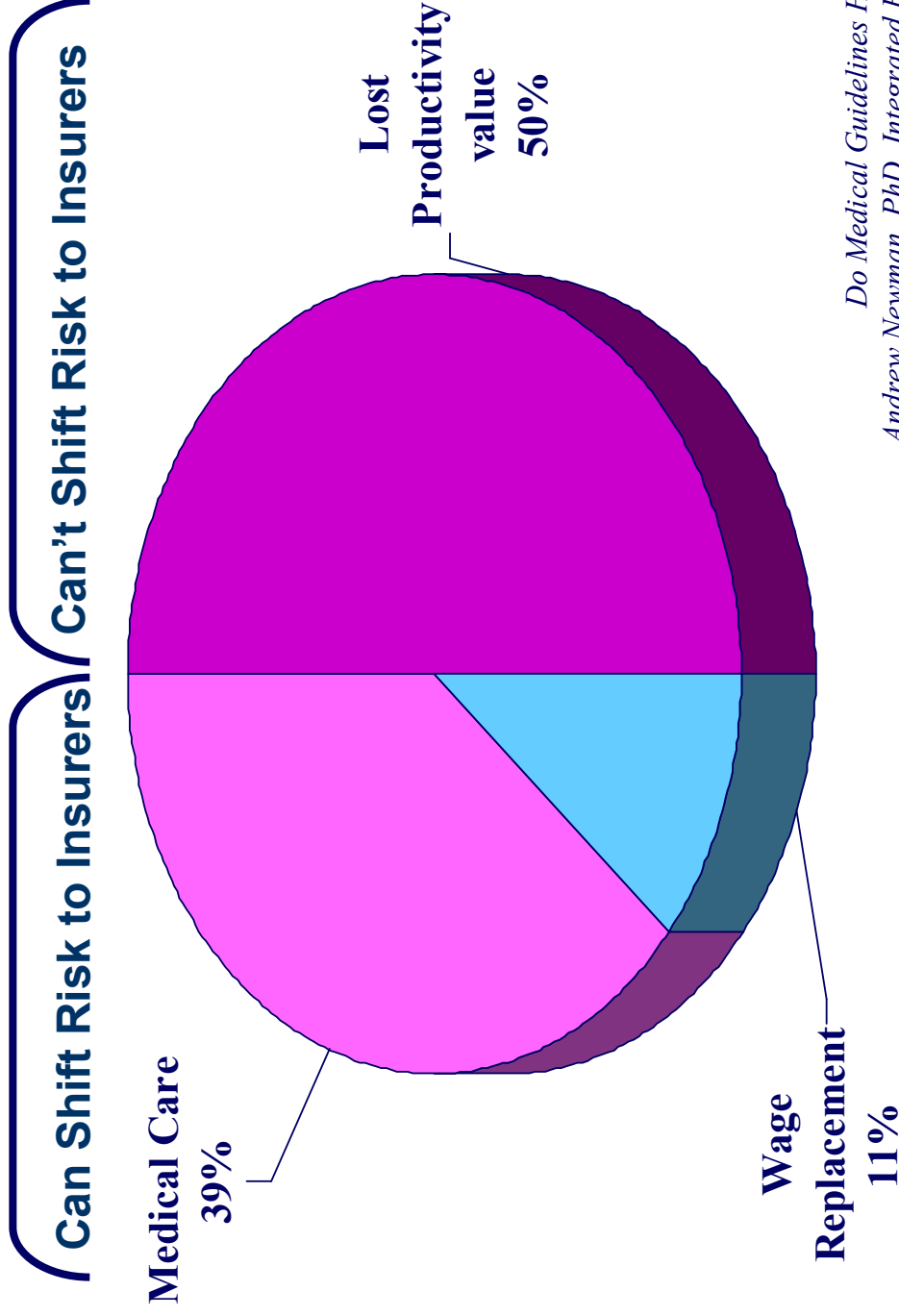
Why Workplace Wellness?

- **The average employer pays an annual direct medical and lost productivity cost of \$9,992 per employee.**
- **Adult obesity in California from 1991 to 2000 increased by 92% (top 5 in United States).**
- **Increasing activity [only] one day per week can potentially reduce health care costs an average of 10%.**
- **Employees with a Body Mass Index of < 25 who exercise 3 days per week and haven't smoked average 49% lower health care costs....**

Why Workplace Wellness?

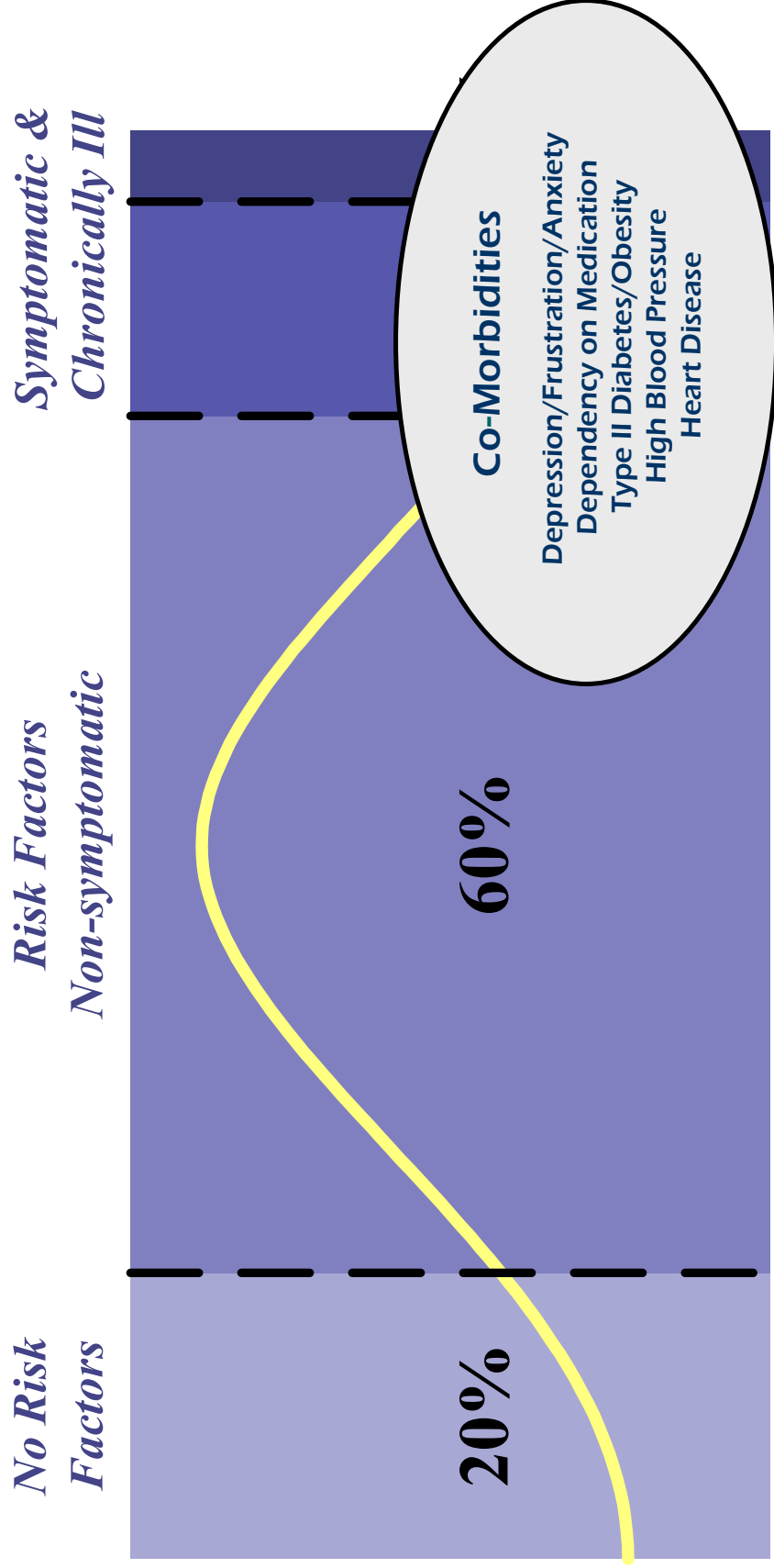
- Depression is the number one obstacle to productivity in the United States.
- Individuals at high risk for depression have 70% higher costs than those at lower risk.
- Participants treated with counseling and medication combined were 5 times more likely to relapse into depression than those engaging in regular physical activity and proper nutrition.

Costs of Healthcare



Do Medical Guidelines Have an Impact?
Andrew Newman, PhD, Integrated Benefits Institute

Population Health Status



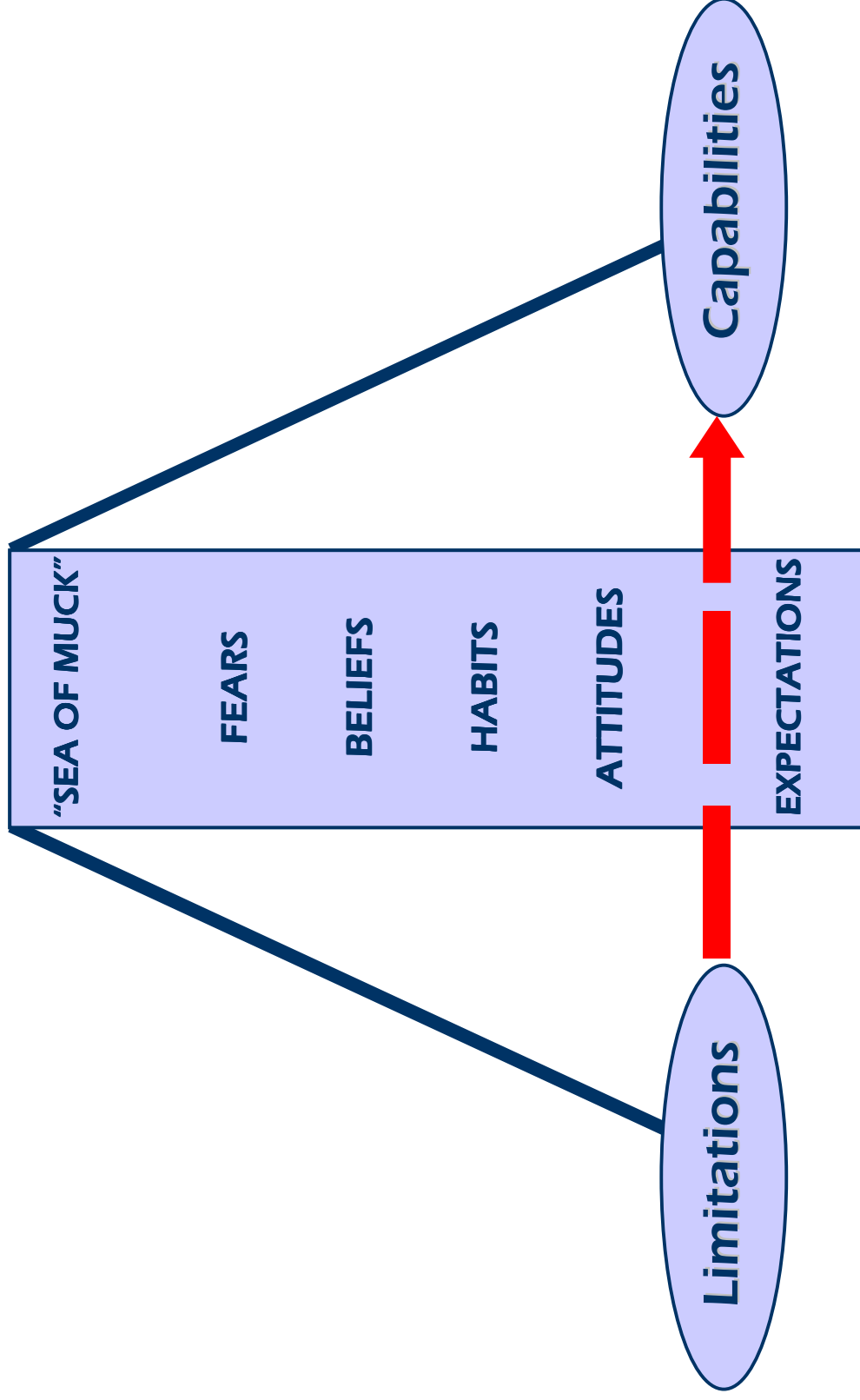
Readiness to Change

The group that “**need to change and want to change**” represents the best opportunity for intervention programming with an understanding of the group demographics to best enable targeted incentives to be administered.

The group that “**need to change but don’t want to change**” need to have the opportunity to participate in physical activity and nutritional programs that will nurture them along the readiness spectrum.

The group that “**want to change but don’t need to change**” would be encouraged to continued to participate in the health & fitness initiatives and act as champions within the Company.

Pendulum for Change



Workplace Wellness Success

- 1) Captivating Senior Level Support**
- 2) Crafting a Mission & Purpose, Goals & Objectives and Plan**
- 3) Creating a Cohesive Wellness T. E. A. M.**
- 4) Choosing Appropriate Health & Fitness Initiatives**
- 5) Creating Supportive & Non-Intimidating Environments**
- 6) Collecting Data to Motivate Efforts**
- 7) Consistently Evaluating Outcomes**